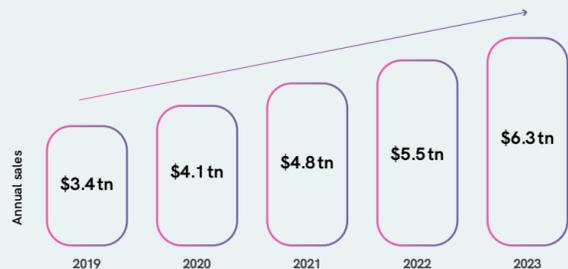# sooqr

How to catch all the fish in a sea of shoppers
Onsite Search for eCommerce

The global eCommerce industry keeps growing

Hordes of first-time buyers will keep entering the market: as the average order value increases, so will the number of sales and conversion. And the best part? The growth shows no signs of slowing down.
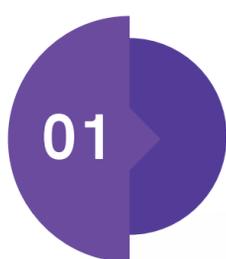
Annual sales

$3.4 tn	$4.1 tn	$4.8 tn	$5.5 tn	$6.3 tn
2019	2020	2021	2022	2023

Source: Shopify [1]

1.85x
Global eCom sales would almost double the 2019 figures by 2023
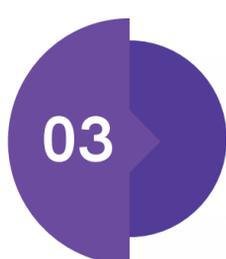
Source: Shopify [1]

How do I harness eCommerce growth?

There's a lot of potential for your business to capitalise on. A lot of fish to net. But how can you help your business replicate the global growth?

01 KEEP A FINGER ON THE PULSE
It's paramount to know what products are in demand. Make sure you get enough of them in stock, and quickly. Don't forget to prominently feature them on the site. Shoppers are ready to actively search for 8 secs only.

02 SERVE ON A SILVER PLATTER
Shoppers shouldn't have to work to buy from you. With the growing competition, it takes little to lose them. You need to create a frictionless experience by removing all frustrations from their customer journey.

03 SHARP FOCUS ON CONVERSION
To really make the most of each and every shopper, focus on maximising your conversion. Run tests to see which brand brings you more revenue, which button colour and which CTA. And prioritise those.

Is there a secret bait for all these shopping fish? Yes!

The secret bait? **Onsite search.** The search function within a website or webshop – you know, the search bar that allows visitors to find products and content.

77% of online shoppers rate onsite search as crucial
Source: Google [2]

+50% conversion that optimised onsite search could be giving you
Source: Econsultancy [3]

46% of your revenue could be made by searchers
Source: Econsultancy [3]

'Spearfishers': your buyers in an overcrowded sea

Spearfishers are users who come to your site searching for a specific product. The very first thing they do is go to the search bar to look for it, just like a spearfisher would look for fish in the river. A spearfisher expects to find that product instantly.

43% of your visitors are spearfishers
Source: Forrester Research [4]

216% more likely to convert

5x more likely to return

4x more pages per session visited

If optimised, your onsite search can become a serious conversion generator: helping you catch some big fish.

TIP: START AT THE TOP
It is critical to get the top-2 search results right.
'Visitors look at 6-8 items, but their attention only goes to the first 2. If those aren't relevant, you're certain to lose the shoppers.'
Amy Africa, CEO at Eight by Eight (Online Sales Consultancy)

So, everyone already uses it, right? Oh, you'd be surprised…

32% of eCommerce sites don't support multiple filters
Source: Baymard Institute [5]

34% of eCommerce sites don't allow search by product name
Source: Baymard Institute [5]

50% of the sites don't learn from onsite search stats. At all.
Source: Econsultancy [6]

This is a great opportunity for you to get ahead of the competition! But how exactly?

9 must-haves of onsite search

These must-haves are a necessity if you want your search to convert. Are you taking notes?

In plain sight
First things first. The search bar should be in plain sight, ideally on every page. Visitors shouldn't have to look for it.

Instant & relevant
The faster, the better. The results must always relate to the query. Search should also handle synonyms (e.g. bike = bicycle).

Autocorrect
Not everybody rocks their spelling. That's where optimised search should come in and turn 'Ifoon' into 'iPhone'.

Filtering & sorting
Help shoppers narrow down their search by providing enough options for filtering and sorting results.

Custom ranking rules
You decide what ends up on top. Change ranking rules per season - boost bikini in summer and gloves in winter.

Predictions & suggestions
Offer searchers to complete the query. You'd be surprised by how happy they will be. And happy equals buying.

No results found?
Zero-hit management is an overlooked part of onsite search. What are your visitors looking for, but can't find?

Multilingual
An optimised onsite search engine speaks the language of your shopper. From English and Russian to Arabic.

Mobile friendly
A responsive search engine makes sure visitors can always use it, whatever device you are using.

Curious to see how well your onsite search is doing?

CHECKMYSEARCH.COM
Here's a simple test that benchmarks your onsite search performance based on 13 easy questions. There's no catch - it's free & quick!

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[3] Econsultancy, 2013. https://econsultancy.com/is-site-search-less-important-for-niche-retailers/

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